

Fig. 1

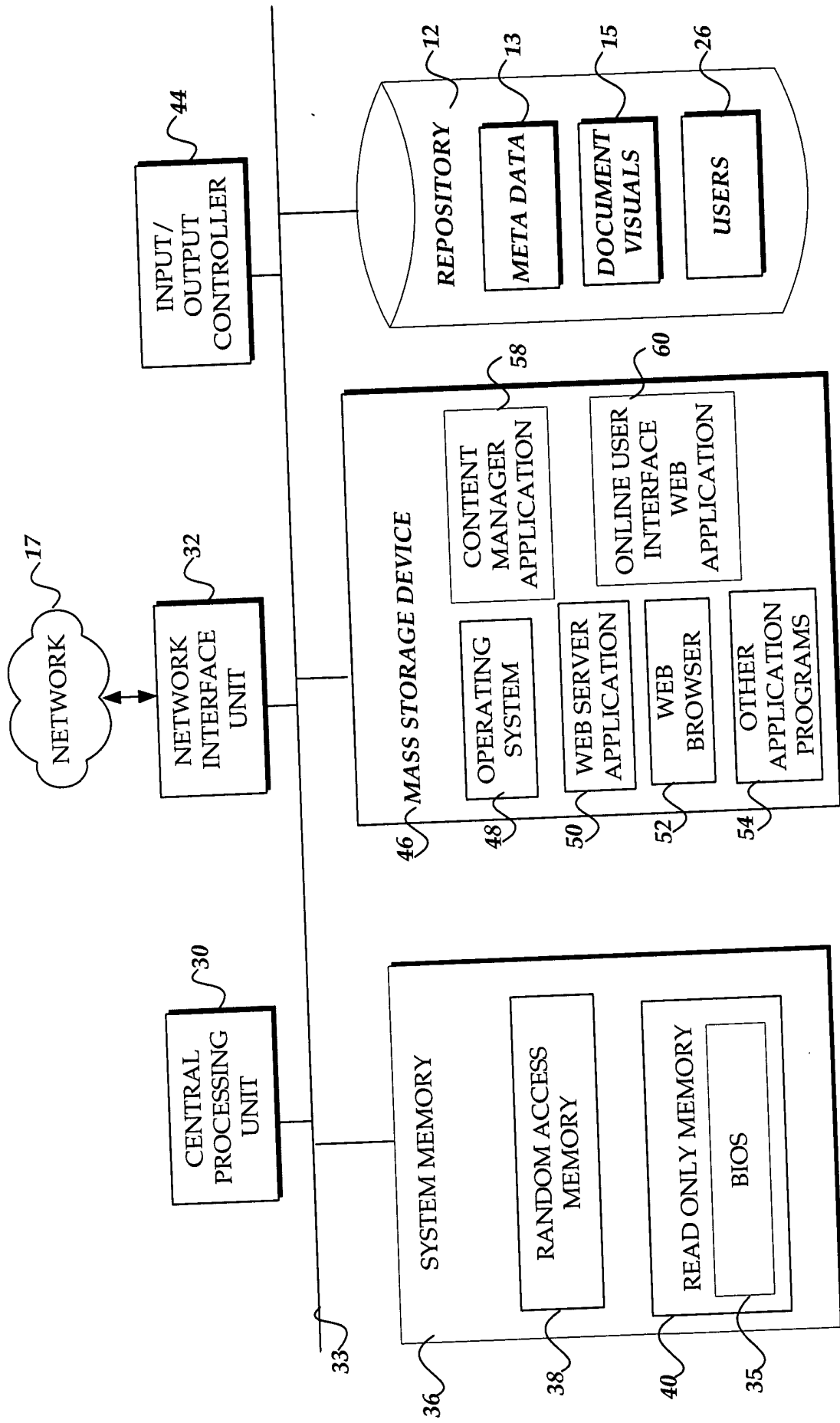


Fig. 2

Sales Ally Conte

File Create Maintain

Content

New Content

Save Preview Template Exit

Files

Descriptions

Keywords

Expiry Date

Source Info. Date

Heading

Category

Sales Steps

Division

Directory

Headings Assigned to Document(s)

310

312

314

316

1/13/2004

1/13/2003

Accountants

Accountants-Certified Public

Accountants-Certified Public-Referral S

Accountants-Public

Accounting Practitioners

Accounting Service

Advertising Agencies & Counselors

Advertising Checking Service

Advertising Specialties

Advertising-Aerial

Advertising-Direct Mail

Advertising-Directory & Guide

Advertising-Electronic & Fax

Advertising-Indoor

Fig. 3

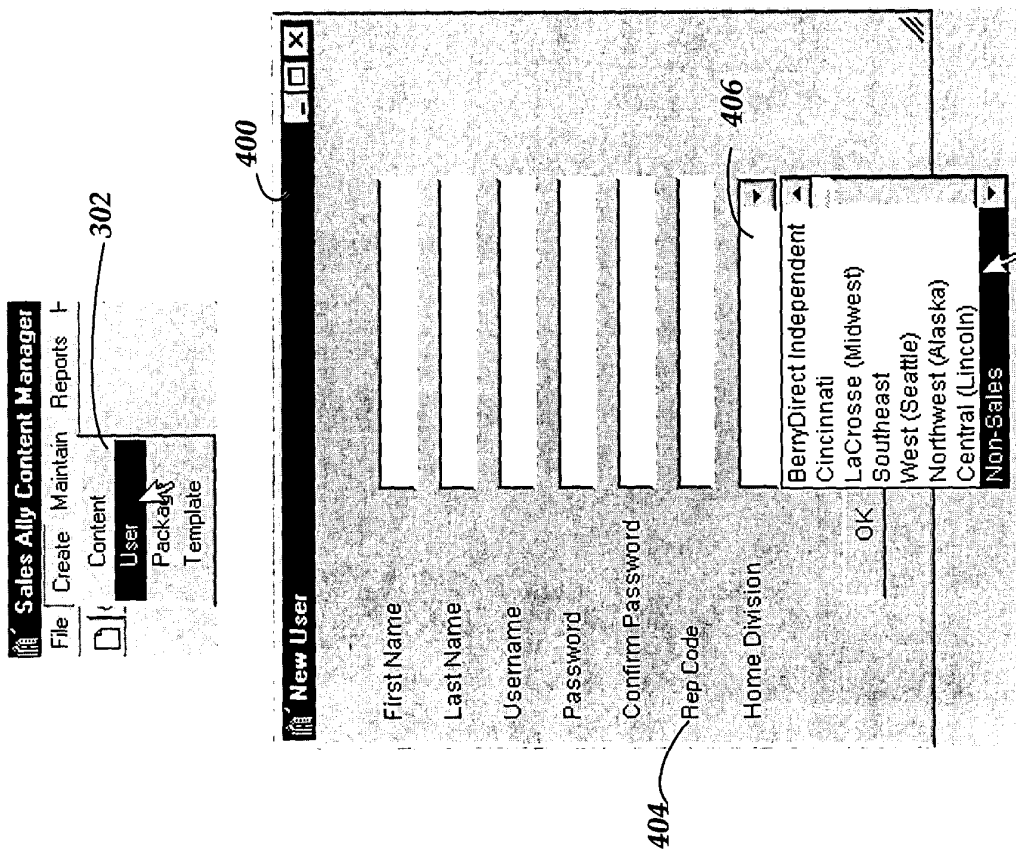


Fig. 4

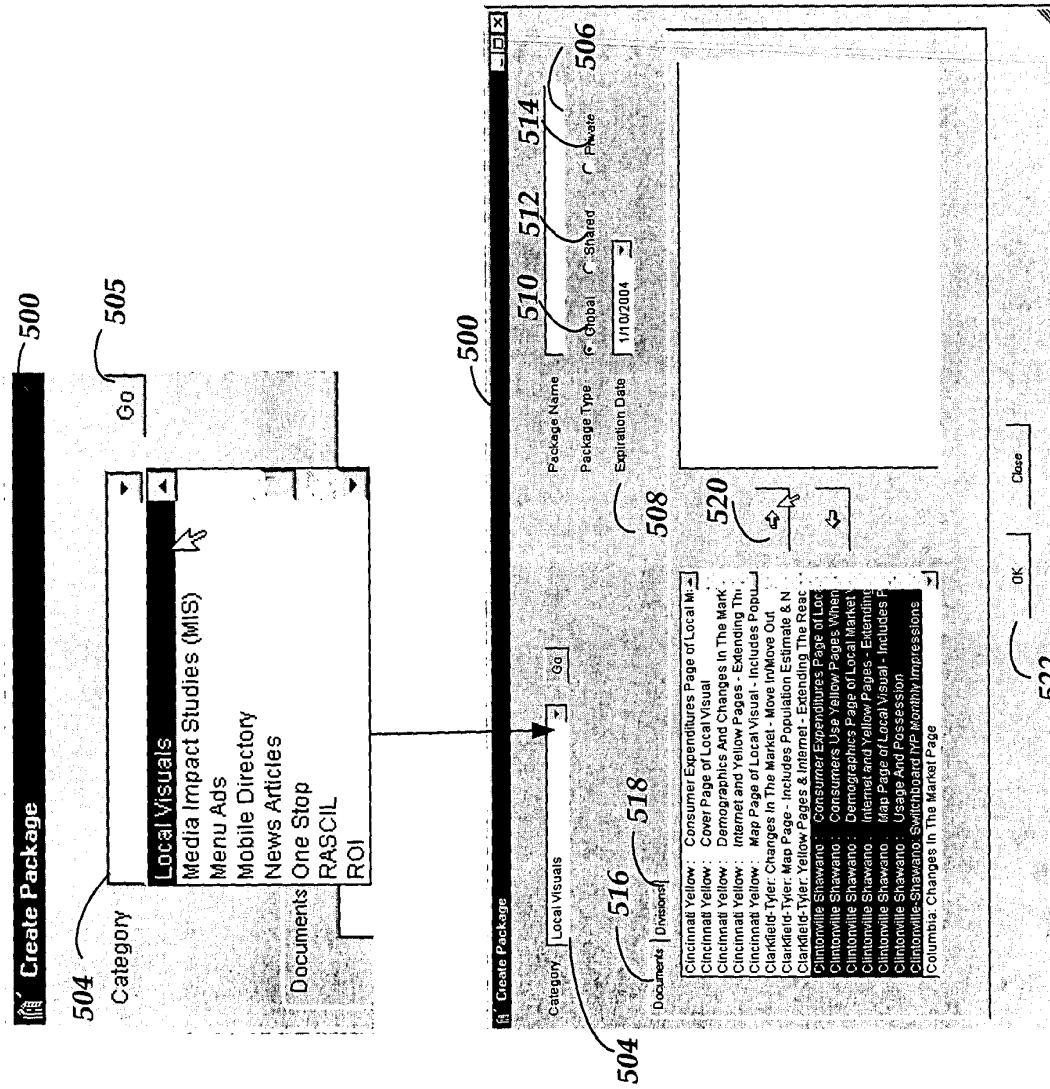


Fig. 5

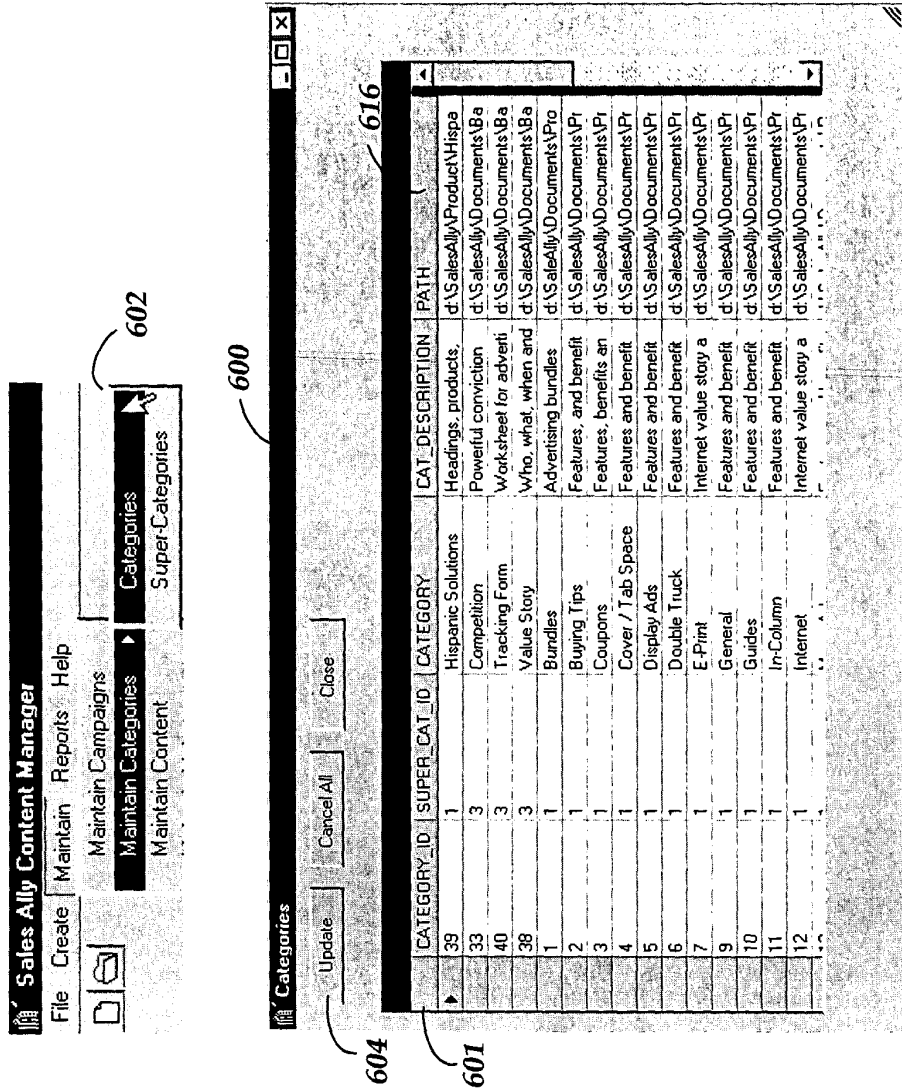


Fig. 6

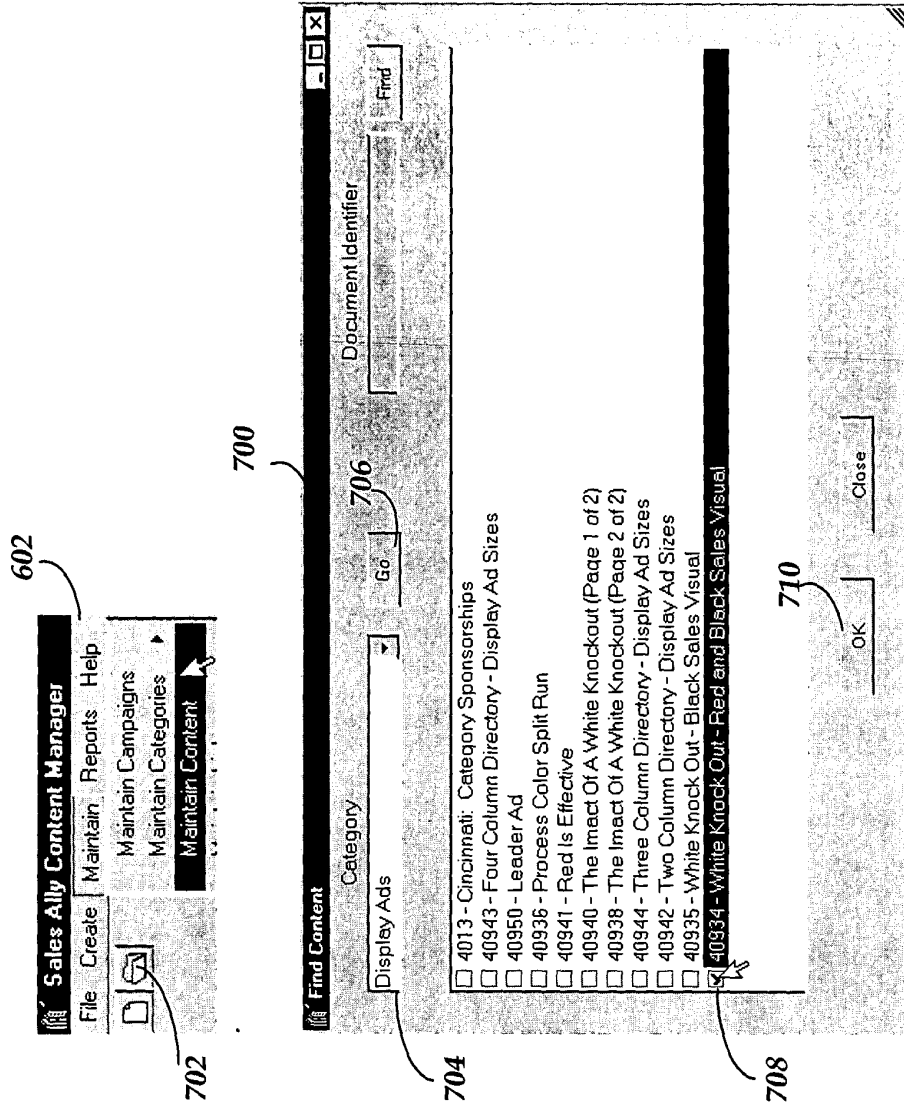


Fig. 7

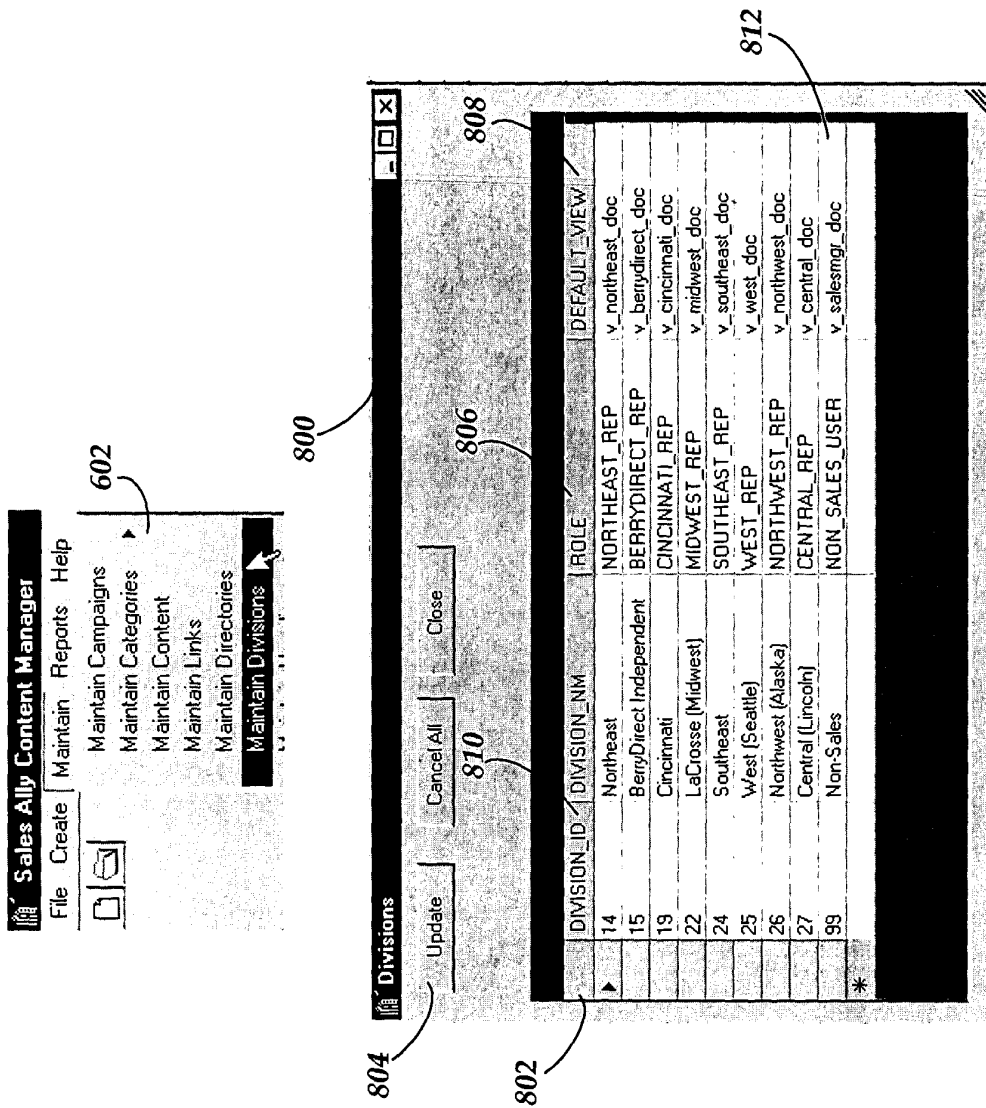


Fig. 8

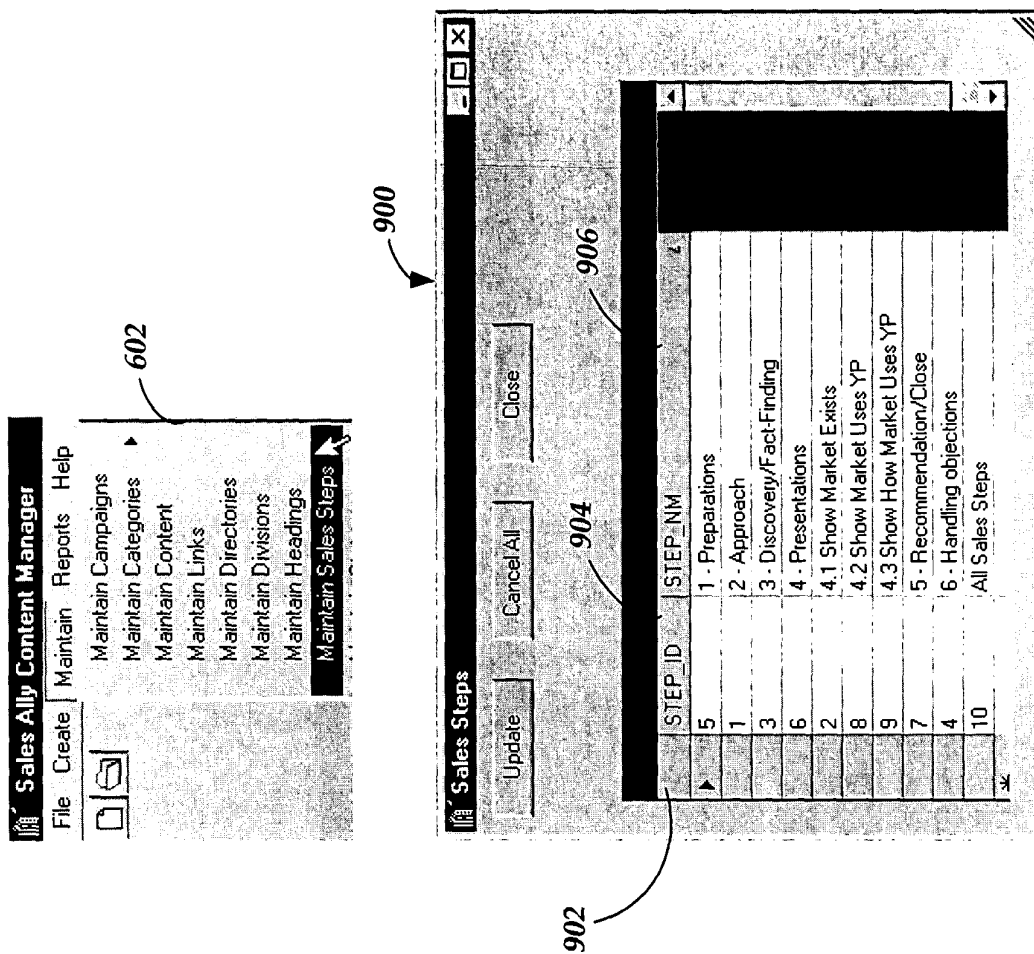


Fig. 9

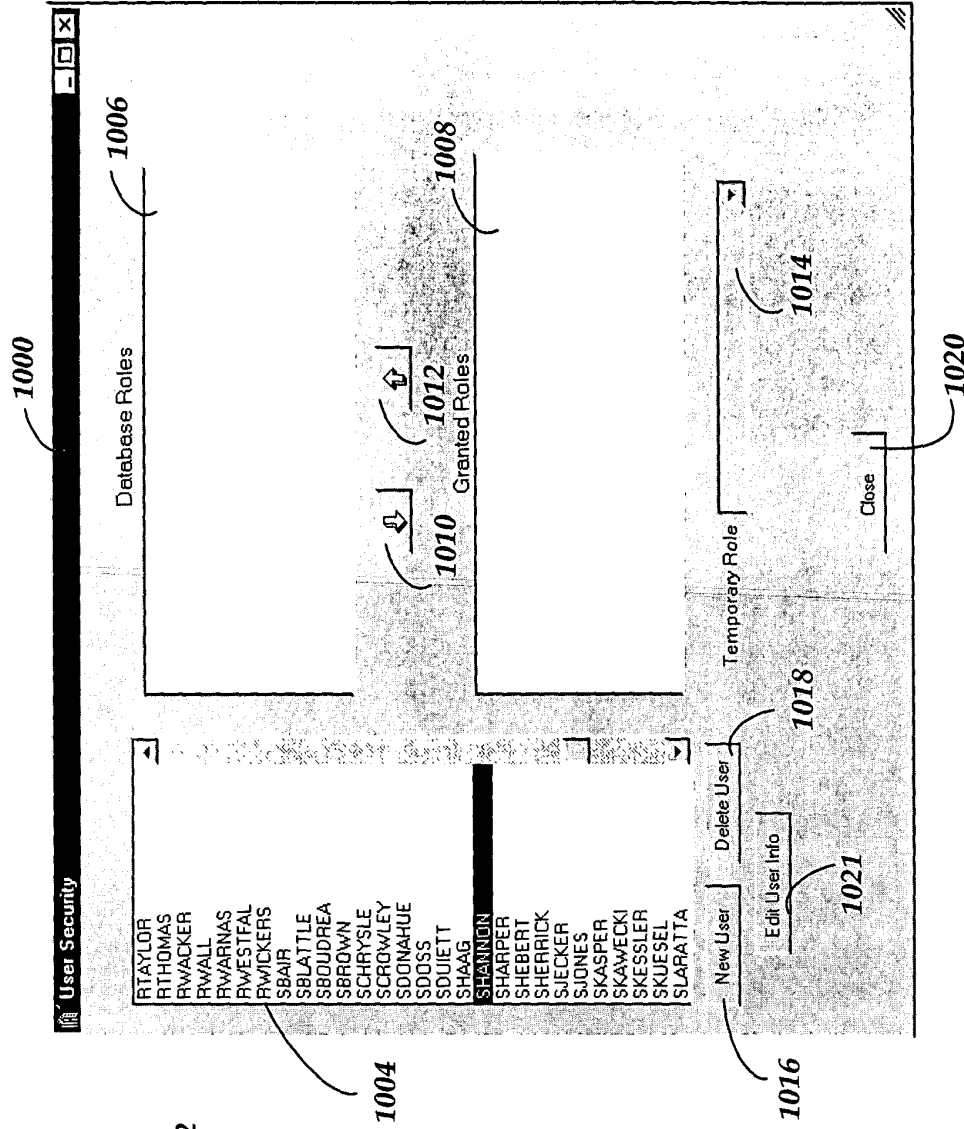
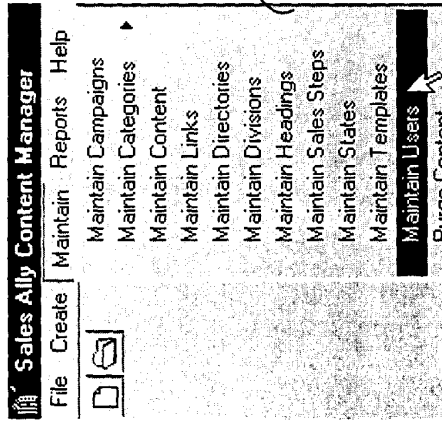


Fig. 10

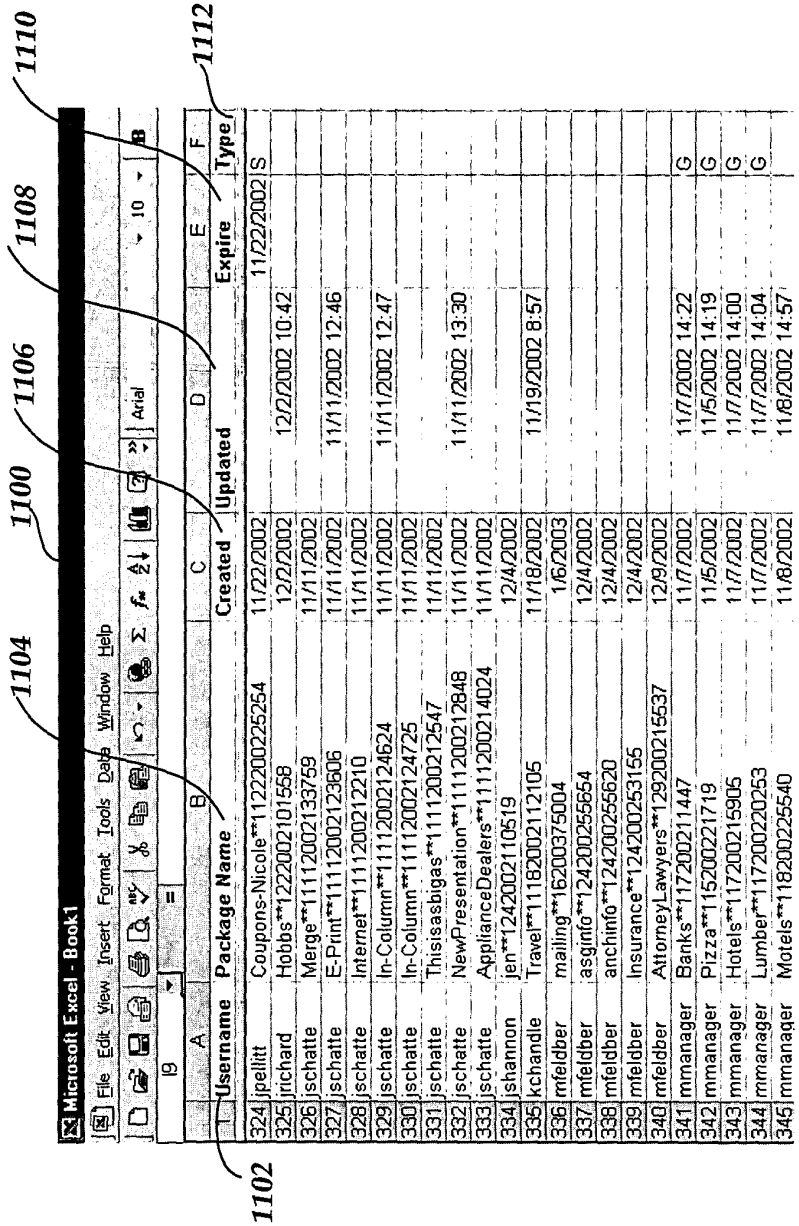


Fig. 11

Home Page – Main Screen

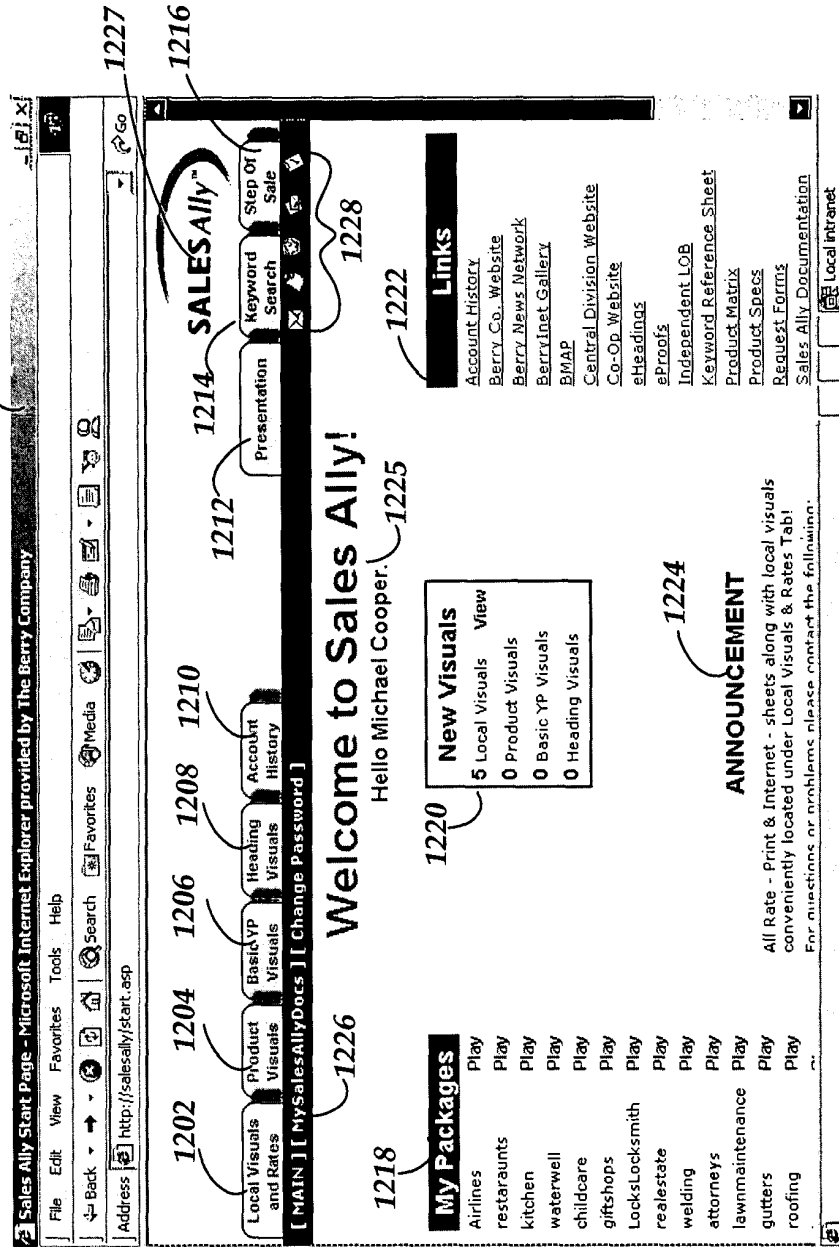


Fig. 12

1311



Update

Cancel All

Close

1312

1314

1313

1316

Directory No	Internet Directory No	Directory Name	State	Date Created
017024	102353	Aberdeen	ID	8/1/2002
049010	102354	Adams Pulaski	NY	8/1/2002
068010	102811	Adamsville	TN	8/1/2002
049028	102355	Adirondack	NY	8/1/2002
102046	(null)	Alaska Shoppers Guide	AK	8/1/2002
049557	(null)	Albany	NY	8/1/2002
049064	(null)	Albion	NY	8/1/2002
102000	(null)	Alden-Kiester	MN	8/1/2002
018053	102134	Aledo-Hillsdale-Morrison	IL	8/1/2002
049082	102356	Alfred	NY	8/1/2002
076218	(null)	Alleghany Cty	VA	10/25/2002
044422	102057	Alma Kearney	NE	8/1/2002
018187	102137	Altamont	IL	8/1/2002
005035	102357	Alturas-Intermountain North	CA	8/1/2002
049137	(null)	Amsterdam	NY	8/1/2002
002030	101753	Anchorage	AK	8/1/2002
101476	(null)	Anchorage Mobile Mini	AK	8/1/2002
103165	103441	Andalusia-Op Area	AL	10/29/2002
069132	103460	Andrews	TX	8/1/2002
000555	(null)	Ap/Volt Dummy Directory	ND	10/25/2002

Fig. 13B

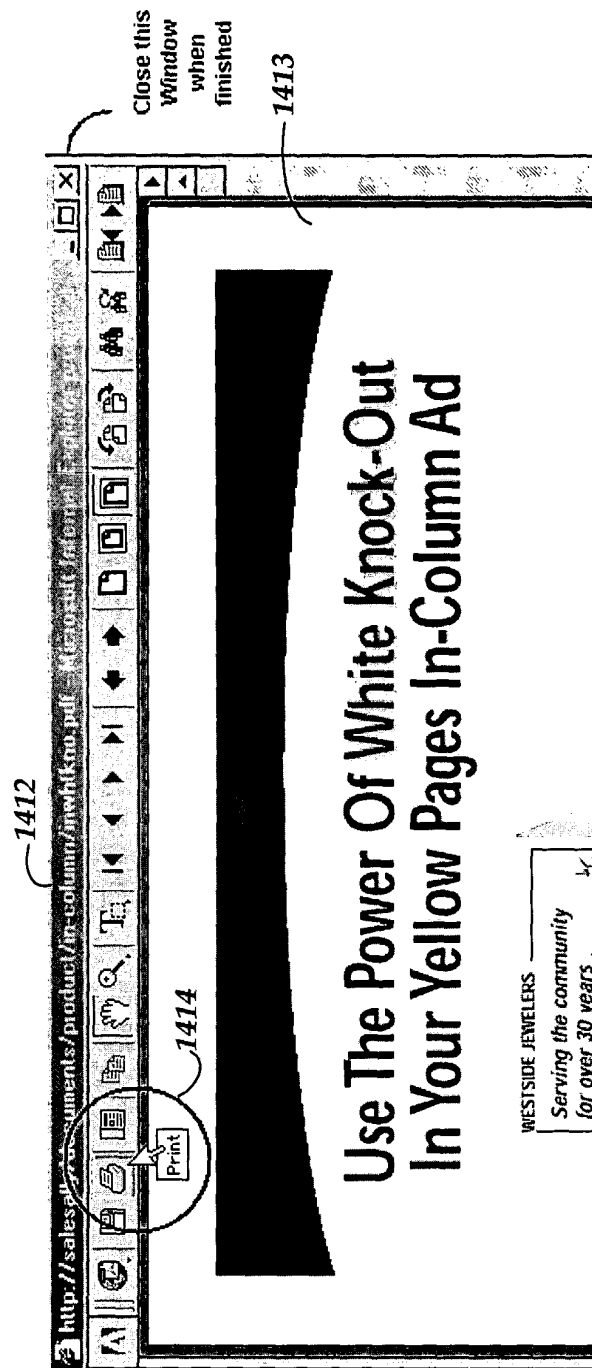


Fig. 14B

Fig. 15

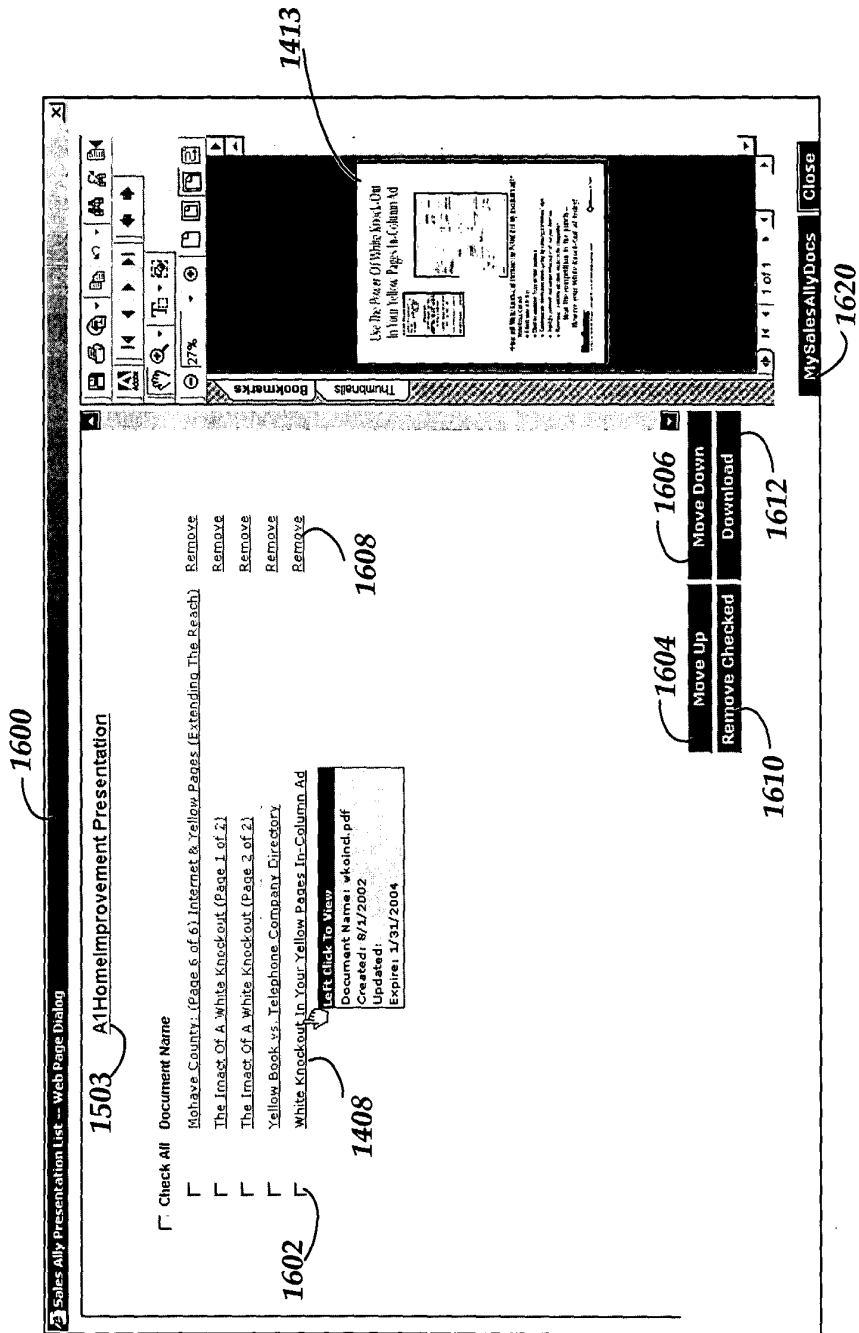


Fig. 16

Basic Yellow Page Visuals

1700

Internet Explorer provided by The Berry Company

Address: http://salesally/basicyp.asp?TabID=BYPV_visuals

File Edit View Favorites Tools Help

Search [] Favorites [] Media []

SALESALLY™

Local Visuals and Rates [] Product Visuals [] Basic YP Visuals [] Reading Visuals [] Account History [] Presentation [] Keyword Search [] Step Of Sale []

[MAIN] [MySalesallyDocs] [Change Password]

Basic YP Visuals

- Competition
- Correspondence
- Economic Outlook
- RASCIL
- ROI
- Request Forms
- Segment Brochures
- Testimonials
- Tracking Form
- Twelve Phone Tip Techniques
- Two Groups Of Buyers
- Value Story

Basic Yellow Page Visuals

1.) Select a category from the left.

1704

Competition - Powerful conviction material highlighting the telephone company directory over the competition

Correspondence - Direct mail letters designed for every segment

Economic Outlook - Facts, trends and insight into today's economy.

RASCIL - Copy points all ads should contain

ROI - Return On Investment Calculator

Request Forms - Request Forms

Segment Brochures - High level overview of each segment

Testimonials - Advertiser success stories

Tracking Form - Worksheet for advertisers to track the effectiveness of their advertising program

Twelve Phone Tip Techniques - Twelve tips for turning telephone inquiries into sales

Two Groups Of Buyers - Shoppers vs. directional buyers by segment

Value Story - Who, what, when and where of Yellow Page usage

Local intranet

1702

Fig. 17

Heading Visuals

1800

Sales Ally Heading Visuals - Microsoft Internet Explorer provided by The Berry Company

File Edit View Favorites Tools Help

Address http://salesally/heading_v/HeadingV.asp?TabID=Heading_visuals

Local Visuals and Rates Product Visuals Basic YP Visuals Heading Visuals Account History

[MAIN] [MySalesAllyDocs] [Change Password]

SALESALLY™

Keyword Search Presentation Step Of Sale

Heading Visuals

- 1.) Select a Heading from the left.
- 2.) Select a Category from the left.

1802

Headings

- Accountants
- Accountants-Certified Public
- Advertising Agencies & Counselors
- Advertising Specialties
- Advertising-Direct Mail
- Air Conditioning Contractors

1804

Categories

- Media Impact Studies (MIS)
- Vital Statistics
- SRI

1806

ATM Studies -Regional media usage study
 ARC -Business-to-business study highlighting top media
 Business & Industry Profiles (Quick Learn Reports) -Industry Profiles
 Media Impact Studies (MIS) -Comparison of Yellow Pages advertising to other media
 News Articles -Reprints from various news sources
 SRI -Comprehensive Yellow Pages and Internet value story by heading
 Sub Segment -Sub segment characteristics (EDIOS)
 Vital Statistics -Industry trends and highlights

Local Intranet

Fig. 18

~1900



Fig. 19A

1911

Sales Ally Player - Microsoft Internet Explorer provided by The Berry Company

Prev Next GoTo 1 of 3 Document(s)

1915

Web site Packages

All Cincinnati Exchange Web site packages include:

- ✓ FREE Web site design and production with no upfront fees
- ✓ Web site hosting
- ✓ Registration of your company's Web site domain name (www.yourcompany.com)
- ✓ Site traffic reporting
- ✓ Convenient monthly billing through your current phone bill
- ✓ Friendly customer support staff to help you with site changes throughout the year
- ✓ Cincinnati Exchange's exclusive "Traffic Builder" bundle, a package of tools designed to drive customers to your Web site

Complete WebMarketing Options	Basic Site	Advanced Site	Premium Site
Web site (Pages)	Up to 2	Up to 5	Up to 10
Design or Re-design site	FREE	FREE	FREE
Hosting	✓	✓	✓
Domain Name	✓	✓	✓
Site Activity Reporting	✓	✓	✓
Graphics/Images per site	8	20	40
Design changes (annual)	2	8	12
Traffic Builder			
Initial Search Engine Registration	✓	✓	✓
CEX Ad Banners	Tile	Tile	Horizontal
IMPROVED Switchboard DNA	✓	✓	✓
NEW Yahoo	✓	✓	✓
CEX Enhanced Listing	✓	✓	✓
Quick Quotes	✓	✓	✓
eCoupons	1	2	3
Retail Value	\$202/mo.	\$312/mo.	\$372/mo.
Bundle Price	\$120/mo.	\$180/mo.	\$210/mo.
Savings	\$82	\$132	\$162

Ask your sales representative for more details!

Cincinnati Exchange
Cincinnati's Best Yellow Pages

www.CincinnatiExchange.com

65% 1 of 2 8.5 x 11 in

1913

Fig. 19B

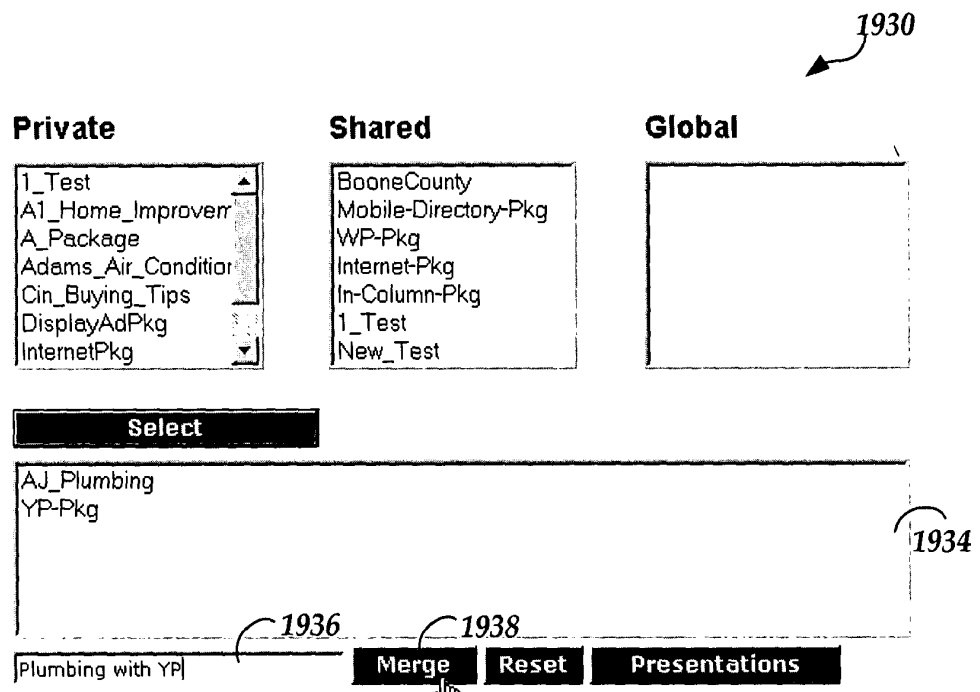
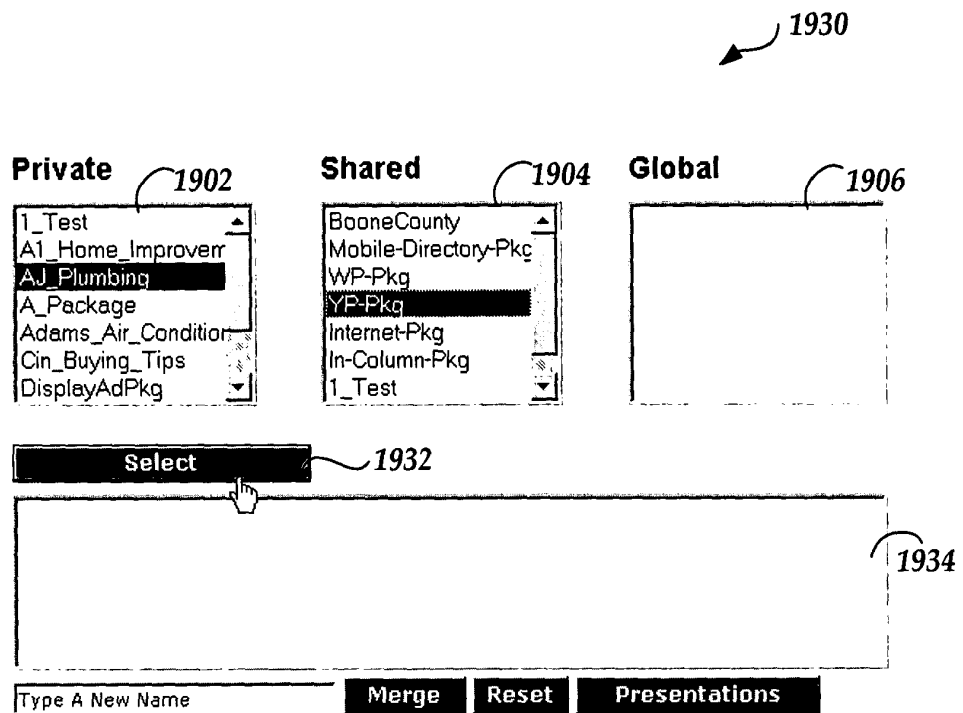


Fig. 19C

Keyword Search Screen

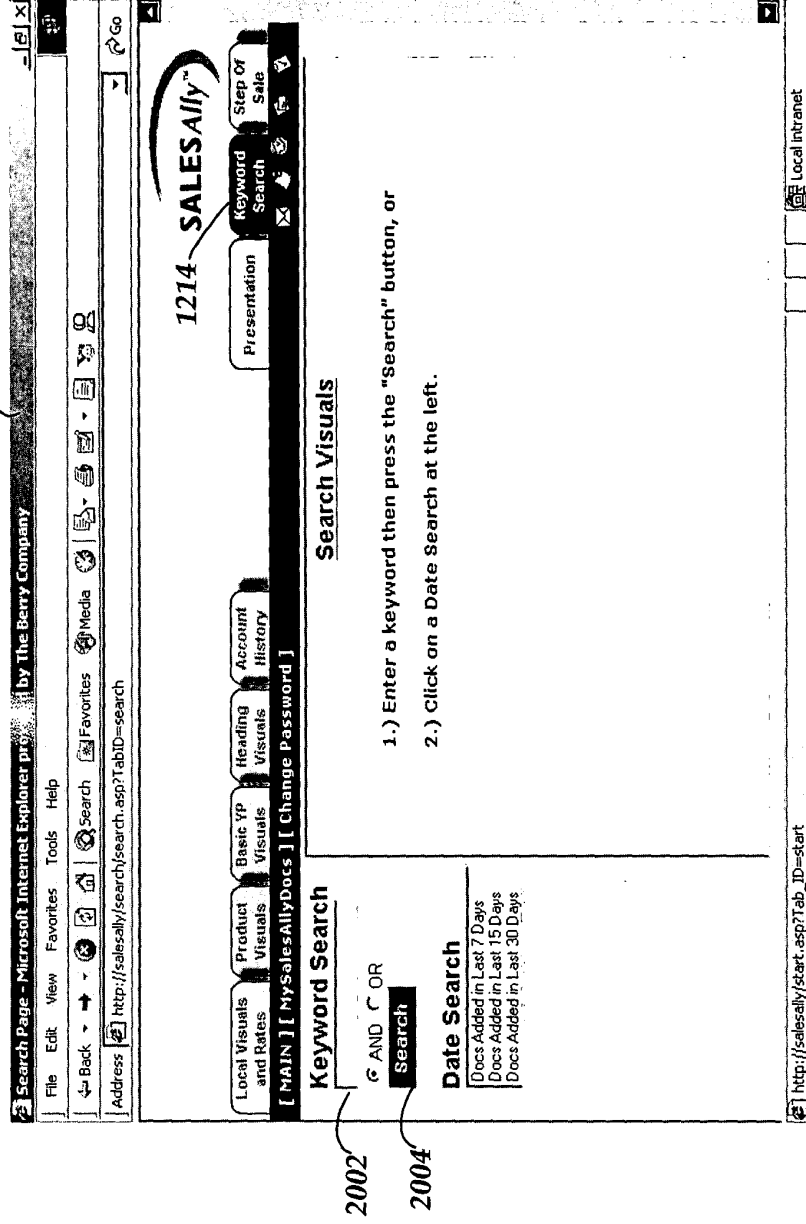
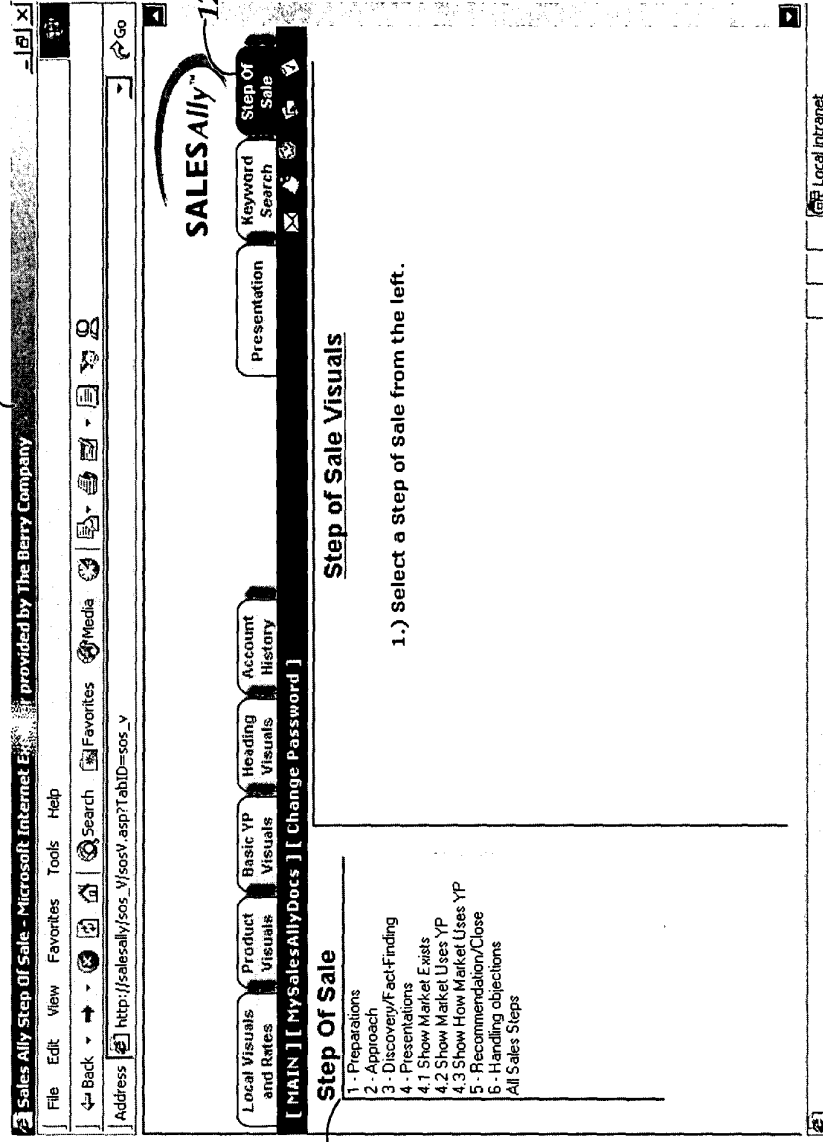


Fig. 20

Step Of Sale Screen

2100



2102

Fig. 21

2200

Local Visuals and Rates

Product Visuals

Basic YP Visuals

Heading Visuals

Account History

[MAIN] [MySalesAllyDocs] [Change Password] [User Admin]

2202

Presentation

Keyword Search

Step Of Sale

Last Name	First Name	User Name	Temporary Role
Andrews	Robert S	randrews	NONE
Ball	Dennis	dball	NONE
Ballard	Jennifer M	jballard	BERRYDIRECT_REP
Barger	Linda K	lbarger	BNI_ADMIN
Barker	Jeanine Marie	jbarker	BNI_USER
Beemer	Elizabeth	ebeemer	CENTRAL_REP
Bell	Robert J	rbell	CINNATI_REP
Berry	Robert	rberry	MIDWEST_REP
Bertrams	Barb	bbertram	NON_SALES_USER
Blaine	Ramona	rblaine	NORTHEAST_REP
			NORTHWEST_REP
			SECURITY_ADMIN

Update

Cancel

2206

Edit

Edit

Edit

Edit

Edit

Edit

Edit

Edit

Edit

1 2 3 4 5 6 7 8 9

Fig. 22

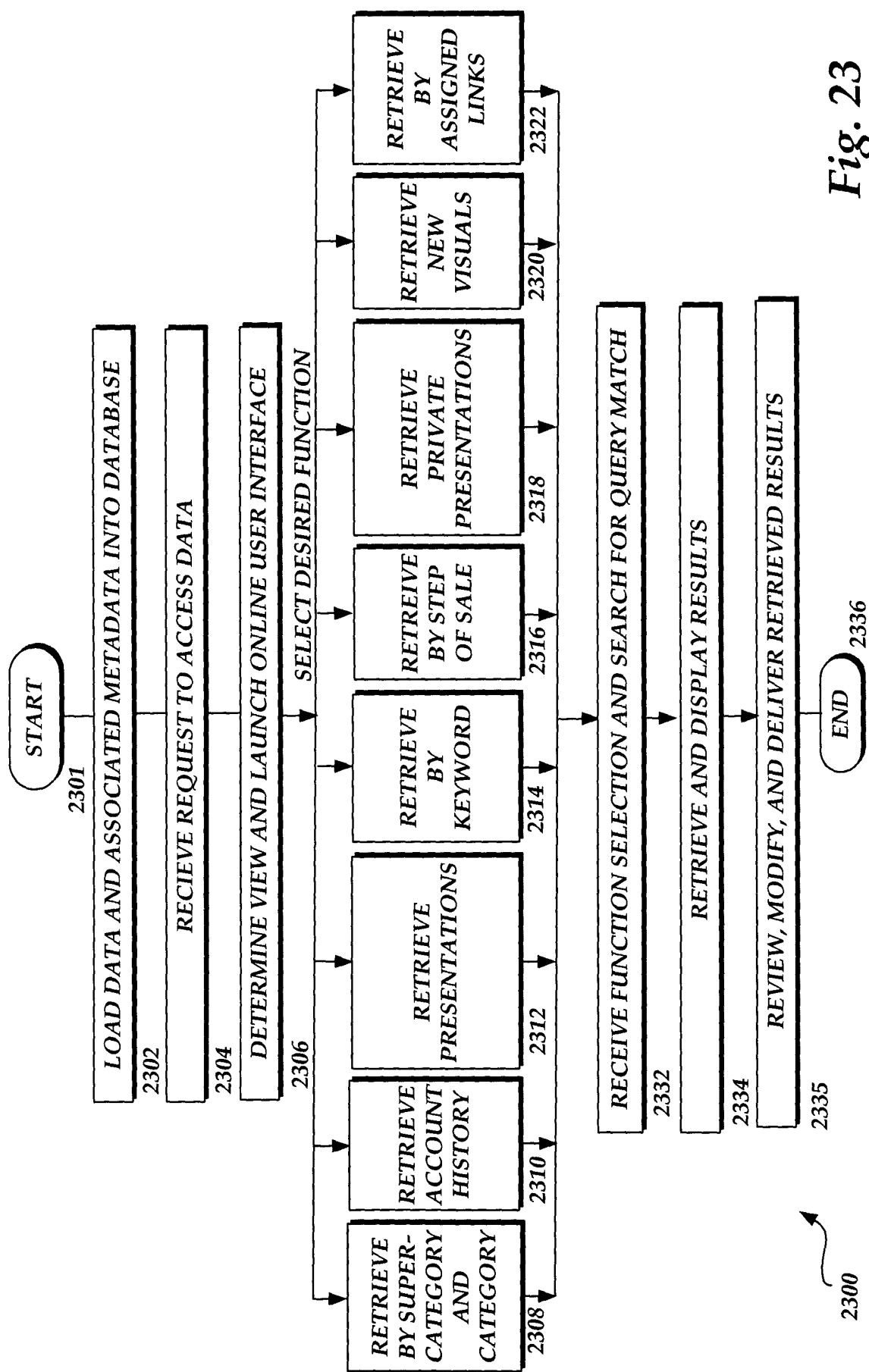


Fig. 23